

Official Clothing Guidelines

PURPOSE

The Olympic Winter Institute of Australia (**OWIA**) Clothing Guidelines have been developed to ensure that the integrity of the OWIA is maintained and that OWIA sponsors and partners receive appropriate recognition and exposure for the support and significant contribution they provide to OWIA athletes. It is the relationships the OWIA has with sponsors and partners that makes the support of all athlete programs possible.

The purpose of the supplied clothing is to:

- Support brand identity and awareness
- Provide quality apparel for training and competition purposes
- Create a sense of pride, achievement, belonging and unity
- Create a positive identity for the winter sport community

DEFINITIONS

Official Clothing means items branded Karbon (outerwear, layering, lifestyle garments and headwear) and XTM (gloves, socks and neckwear) provided to the Athlete by the OWIA. For the avoidance of doubt:

- Karbon 'lifestyle garments' are not classified as Official Clothing and cannot be worn for Official OWIA Activity, unless otherwise approved by the CEO or their nominated delegate
- Karbon 'lifestyle garments' provided to the Athlete on occasion are limited to usage during those times when Karbon items with full branding are not required
- Karbon 'lifestyle garments' includes all low-branded Karbon apparel that can be worn anytime outside of Official OWIA Activity
- XTM gloves are included as Official Clothing
- XTM clothing is not Official Clothing and must not be worn in replacement of Karbon

Official OWIA Activity (Sport Program): means any OWIA-fully or partly funded training, competition, required media/sponsor activities for the Sport, award and dais presentations.

Official OWIA Activity (Park & Pipe and Individual Athletes): means any OWIA-fully or partly funded activity whereby the OWIA is responsible for coordinating training, competition, required media/sponsor activities, including award and dais presentations. These include but not limited to the Benchmark Event (e.g. OWIA arranged travel, accommodation, event entry fees). For the avoidance of doubt, the use of the Athlete's Funding and Support, does not constitute Official OWIA Activity.

GOLDEN RULES AND GUIDELINES

The relationship that the OWIA has with winter apparel and accessories sponsors provides the critical funding necessary to make support of programs and Athletes possible. In return, and as part of the OWIA's Official Clothing partner and sponsorship agreements, the OWIA has a responsibility to maximise the promotional benefits of

suppliers. OWIA asks all Athletes to respect the relationships we have with sponsors and partners by complying with obligations regarding the wearing of apparel and use of products.

Through the OWIA partnerships with winter apparel and accessories suppliers, athletes may be provided with various Official Clothing items that are required to be worn as per the conditions of the athlete contract.

In the provision of Official Clothing items, the athlete acknowledges and agrees that:

- Whilst wearing OWIA Clothing they will behave in a manner which will maintain the good reputation of the OWIA and uphold the OWIA values (Health, Integrity, Respect, Excellence)
- Official Clothing items remain the property of the OWIA
- Each item of Official Clothing must be worn for their proper purpose, Karbon as outerwear and XTM as gloves. For the avoidance of doubt, XTM branded outerwear must not be worn in place of Karbon outerwear
- Official Clothing must be worn with visible logos
- All items supplied by OWIA must remain free of any foreign logos or trademarks
- Official Clothing items must be kept clean and in good repair, damaged items should not be worn and OWIA notified for replacement
- If any Official Clothing items are lost or stolen the athlete must report the incident to OWIA personnel
- The most appropriate Official Clothing item must be worn for Official OWIA Activity, as directed by the OWIA
- The current season Official Clothing is preferable, wherever practically possible
- Selling, giving away or transferring Official Clothing items is not permitted without the written consent of the OWIA CEO (this includes to any athlete, official representative, family or friend)
- Upon reasonable request, the athlete will assist OWIA Official Clothing sponsor brands with individual marketing activities and promotion, as directed by the OWIA CEO or Media team
- Bibs that are provided for competition are returned at the completion of competition. Should an athlete wish to keep their bib, they must notify OWIA personnel and the athlete may be required to cover the cost of purchasing the bib. Upon reasonable request by the OWIA, athletes will consider donating one bib per international season to OWIA for fundraising activities
- Retaining possession of Clothing items is permitted provided that all listed Official Clothing Guidelines are met, and the Official Clothing item is not used for any Commercial purpose, unless approved by the OWIA CEO

For clarity, further information regarding Official Clothing as they apply to Sport Program, Park & Pipe, and Individual athletes are outlined below.

Sport Program:

Official Clothing items are provided and must be worn for activity including:

- team travel – upon request by the OWIA
- on snow training
- competition activities (including award presentations and on podium dais)
- public relations / media activities when representing your sport

- as advised or reasonably requested by OWIA

For the avoidance of doubt, during these activities the athlete cannot wear personal sponsor or other branded clothing items.

Park & Pipe:

Official Clothing items are provided and must be worn for Official OWIA Activity including:

- the Benchmark Event (including award presentations and on podium dais)
- PR and media activities during the Benchmark Event or when representing OWIA
- as advised or reasonably requested by OWIA

For the avoidance of doubt, during Official OWIA Activity the athlete cannot wear personal sponsor or other branded clothing items.

Individual Athletes:

Official Clothing items are provided upon request and on a case-by-case basis. Official Clothing items may be provided to the athlete if the following conditions are met:

- the athlete must be granted approval by the National Federation to wear OWIA Official Clothing
- the athlete must adhere to the Official Clothing requirements and protocols stipulated by their National Federation

If Official Clothing items are provided, they must be worn for Official OWIA Activity including:

- the Benchmark Event, unless approved by the OWIA CEO (including award presentations and on podium dais)
- PR and media activities during the Benchmark Event or when representing OWIA
- as advised or reasonably requested by OWIA

For the avoidance of doubt, during Official OWIA Activity the athlete cannot wear personal sponsor or other branded clothing items without approval from the OWIA CEO.

BREACHES

A breach of the Official Clothing Guidelines will be a breach of the applicable OWIA Athlete Contract. In addition to any disciplinary procedures set out in the applicable Contract, OWIA reserves its right to take any other appropriate measures including requiring the athlete to return all Official Clothing items immediately to the OWIA.

It should also be noted that athletes should recognise their commitments as an OWIA athlete when negotiating personal sponsorship arrangements. Please refer to the OWIA Media Policy for further information regarding personal sponsorship arrangements.